



Revenue Generation Software

LEADLIAISON DATASHEET

KEY BENEFITS

- ✓ *Align sales and marketing*
- ✓ *More leads for Sales*
- ✓ *Increase interaction with prospects*
- ✓ *Improve prospecting efficiency by 40%*
- ✓ *Save time by visually creating landing pages*
- ✓ *Automatically nurture leads through the sales pipeline*
- ✓ *Centralize data with tight integration into CRMs*
- ✓ *Display new leads in Salesforce.com, desktop software, or internet browser*
- ✓ *Create dynamic contact lists that intelligently and continuously add contacts to a list saving valuable time*

The Lead Liaison Difference

Lead Liaison helps sales and marketing organizations world-wide accelerate sales. The Lead Liaison model is simple; attract, convert and close more leads for your business. Research shows companies adopting Lead Liaison experience a 4X increase in qualified leads, increase revenue by 10% in 6 to 9 months, shorten sales cycles by 23% and generate 47% larger purchases.

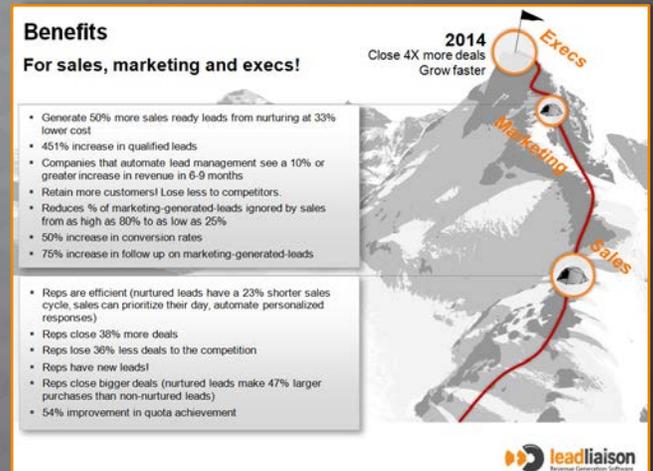
Lead Liaison eliminates inefficiencies in sales and marketing processes and turns sales cycles into highly efficient revenue cycles. Our software improves business processes by helping sales and marketing teams better qualify, nurture, convert, segment and distribute leads. A suite of marketing tools such as a landing page designer, web form builder, social media poster, content creator and email marketing round out the platform.

Lead Liaison's Software as a Service (SaaS) model delivers an enjoyable cloud computing experience making it easy for

individuals to access our platform anytime, anywhere, from any browser. We're easy to do business with too. We provide a single, feature-rich platform with flexible payment options. Lead Liaison runs on Amazon's cloud computing environment and is fully integrated and certified with CRMs such as Salesforce.com.

Problems Solved by Lead Liaison

Sales and marketing teams struggle to solve many challenges faced by businesses including inefficient sales prospecting, insufficient leads, unqualified leads,





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KEY FEATURES

- ✓ Content creation
- ✓ Lead nurturing
- ✓ Lead qualification
- ✓ Lead distribution
- ✓ Real-time lead generation and behavioral tracking with visual replay and alerting
- ✓ eMeetings for inside sales representatives
- ✓ Integrated prospecting
- ✓ Visual landing page design
- ✓ CRM integration
- ✓ Closed-loop email marketing
- ✓ Web visitor and marketing analytics
- ✓ Desktop and Microsoft Outlook application
- ✓ Email surveys

poor lead distribution, lead management, lead nurturing, sales follow up, long sales cycles, disconnected sales and marketing teams, open-ended email campaigns, inefficient data entry into CRMs, measuring marketing ROI and content creation. Lead Liaison solves these challenges and helps sales and marketing teams benefit from increased interaction, lower cost per lead and improved marketing efficiency.

Summary of Benefits

Benefits to Sales	Benefits to Marketing
New source of leads!	Convert more traffic with documents, videos, closed-loop email
Build relationships with prospects and customers while driving up-sell and cross-sell opportunities	Complement your marketing content strategy and outsource blog posts and social media material
Focus on leads who really are interested	Distribute, prioritize and qualify leads for sales
Shorten sales cycles and drive larger purchases	Send email on behalf of sales
Gain valuable insight into prospects buying behavior	Easily generate marketing content
Increase prospect interaction	Reduce and unify data entry with CRM integration
Shorten response time to hot prospects	Measure effectiveness of web pages or forms
Automatically nurture leads through the pipeline	Better understand who responds to outbound marketing campaigns
Know when a prospect is thinking about your solution	Create content, web forms and landing pages quickly
Increase revenue	Seamlessly participate in social media
Make follow up super easy	Bridge sales and marketing together

Scalable Sales and Marketing Platform

Marketers harness Lead Liaison to drive traffic to their corporate website; supported by email campaigns, plug-ins to Microsoft Outlook, content creation and access to social media.

Visitors 'opt-in', becoming a known visitor, or remain silent as an unknown visitor. Either way, Lead Liaison's tracking engine picks up visitor's digital body language and forms a DNA of each prospect. Their online actions are interpreted into meaningful results which produce lead qualification (scoring), nurturing, CRM updates, prospecting, real-time alerts, and reporting. The system is highly tunable, automated and accessible via a web browser, desktop application, or CRM.

